

Insights into Technology Shaping Today's Workplace and Beyond

Uncover how the modern workplace is navigating security,
collaborative technologies, and AI innovations that are driving
organisational evolution



Introduction

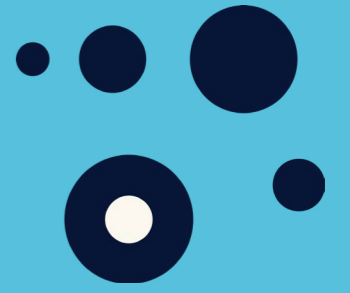


In the ever-evolving landscape of the modern workplace, technology is taking centre stage as companies actively seek ways to enhance efficiency and user experiences. The trends shaping workplaces in 2024 reflect a strategic focus on how to protect technology users and their personal data more efficiently and how teams can collaborate better together.

We surveyed workplace professionals about their experiences with technology, where they see potential room for improvement, and what trends they are considering investing in for 2024.



User Satisfaction in Today's Modern Workplace



At the heart of any successful company lies its employees. Without their dedication and hard work, no business can thrive. That's why it's essential to make their professional experience a top priority and keep their invaluable talent. 88% of our respondents use technology every day, so by investing in long-lasting technological solutions, companies can reduce workloads and alleviate stress, leading to improved productivity and efficiency for each individual.

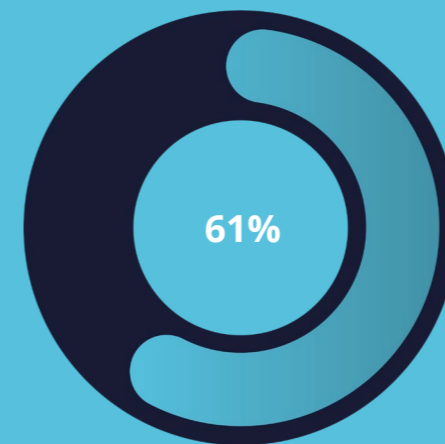
88%

of our respondents use technology every day

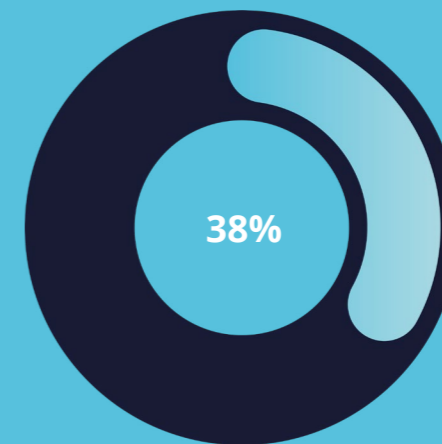


How has technology impacted employee satisfaction?

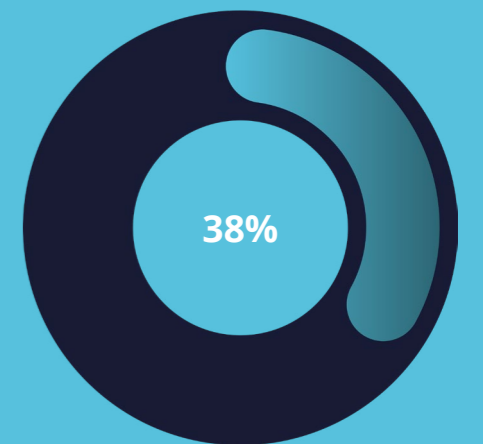
Survey responses reveal a mixed sentiment among employees regarding workplace technology and its impact on their professional lives.



61% employee satisfaction with current technology and software



38% say workplace technology has improved their work-life balance



38% say technology updates in the workplace are too frequent



35%

35% of employees reported that work-related stress harms their mental and physical wellbeing.*

Poor mental health is cited as a factor that affects productivity and presenteeism for almost 1 in 5 employees. Technology to simplify employees' work lives can make them happier and more effective in their roles. Our survey results show that technology has been a game-changer for mental health and work-life balance! **2 out of 5 respondents agreed that technology has improved their mental health, helped them save time on tasks and enabled them to work from home, so they spend less time commuting and more time doing what they enjoy.**

The 'office' doesn't mean what it did five years ago; a nine-to-five, five days a week is becoming a thing of the past for forward-thinking companies looking to attract a new generation of workers. With hot desking, coworking spaces and pay-as-you-go meeting rooms becoming the norm, the technology has to be in place to make all of that as simple as possible to prevent technical barriers for the workforce.

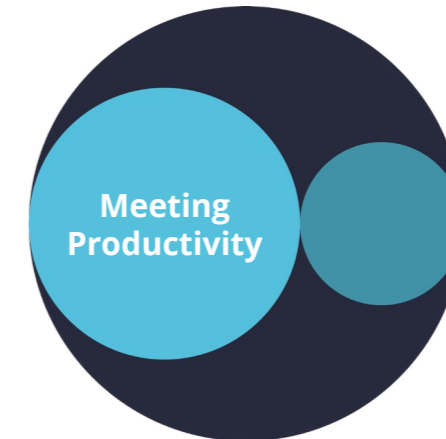


- Office Only - 50%
- Hybrid - 37.5%
- Remotely - 12.5%

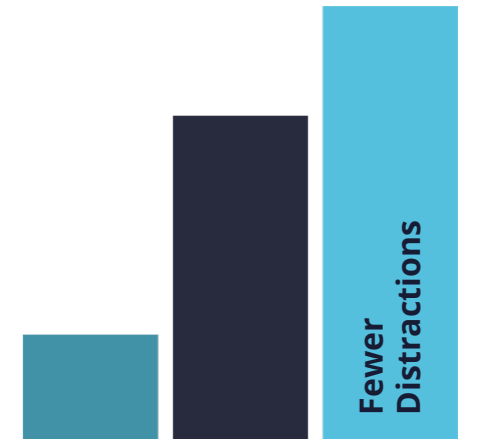
Half of our respondents say they are more productive in the office but have the same amount of distractions at home as in the office. However, they do not believe location affects productivity, except during meetings. Most participants stated that meeting location does not make a significant difference to their productivity, providing the right technology is utilised.



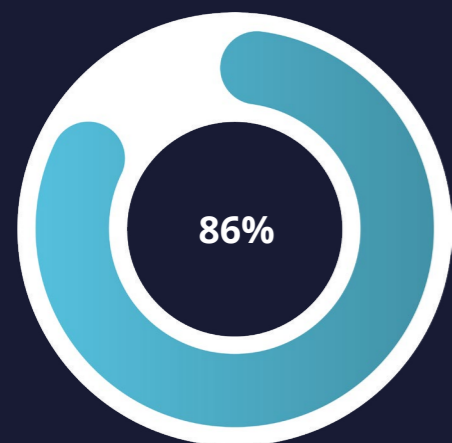
- In the Office - 50%
- At Home - 37.5%
- No Difference - 12.5%



- No Difference - 62.5%
- In-Person - 37.5%



- No Difference - 50%
- In the Office - 37.5%
- At Home - 12.5%

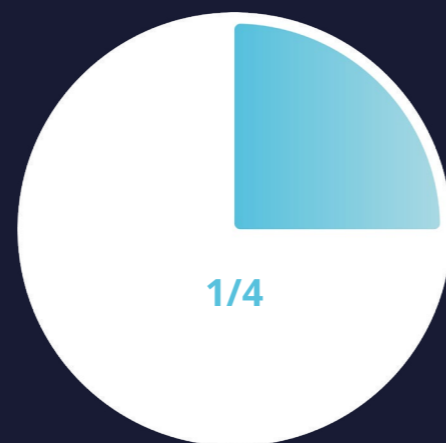


86% said they want the hybrid model to stay



Almost half

Almost half say they are not enjoying being back in the office



1/4

A quarter say when they are in the office, they don't have their own desk



*Source: Champion Health: <https://championhealth.co.uk/insights/employee-wellbeing-statistics/>

Workplace Technology

48%

Over 48% experience technical issues when starting a meeting

Research suggests that over 48% experience technical issues starting or when in a meeting. This involves finding the correct cables, adjusting settings, audio issues and downloading compatible apps.*

Starting a meeting shouldn't be so complicated. With Clevertouch your meeting can be up and running quick and easy, in just **3 simple steps**.



Step 1

Start your meeting in less than one minute!

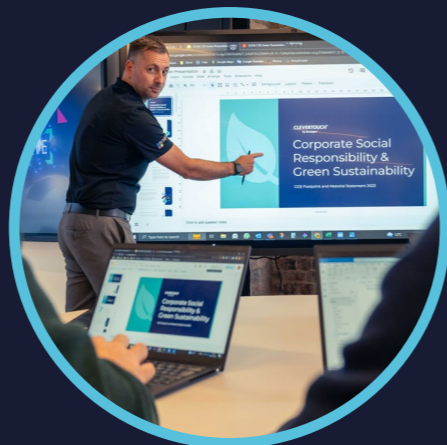
Our meeting room solutions launch with one touch and in less than one minute, ensuring you have the time to focus on what's important.



Step 2

Automatic peripheral recognition and control

Simply connect via CleverCast, CleverShare app or CleverHub and seamlessly collaborate and connect with all room devices.



Step 3

Screen-sharing in an instant

Share your screen without installing any software or downloading an app. Our in-room meeting solutions offer built-in screen sharing for seamless control of your device within seconds.

*Source: Doodle (2019)

Contrary to the dissatisfaction, a considerable 75% of respondents in our recent survey expressed genuine appreciation for their current technology setup and its positive influence on employee communication and collaboration. Technology is reshaping the modern workplace and enhancing job performance by seamlessly integrating hybrid and remote working models. Innovative tools have revitalised meeting dynamics, fostering heightened engagement and participation and introduced new communication channels for quick and convenient access to team members.

How has technology impacted your workplace?

75%

75% say it has improved meeting engagement and participation

75%

75% said it has improved their overall job performance

63%

63% say virtual meetings are as productive as in-person meetings

75%

75% said it has positively impacted employee communication and collaboration



PUSH

COLLABORATION TO THE

EDGE

Clevertouch Edge

65" 4K | 75" 4K | 86" 4K

It's not just an interactive display; it's a catalyst for creativity and productivity. Discover a new era of collaboration where ideas flow effortlessly, and meetings become more than just discussions — they become opportunities to achieve more together.



Integrated Sony 120° view top-mounted camera



Groundbreaking FlatFrog InGlass™ edge-to-edge technology



The most natural and accurate writing experience



Google EDLA-Certified, enabling access to all the apps in Google Play



Includes access to award-winning digital signage software CleverLive



Embedded quick launch digital buttons on the screen



Learn More

See Clevertouch Edge in action

Book a demonstration at one of our galleries, at your site or remotely using the QR code.



Book Remote Demo

71%

71% of our respondents say having access to Google Workspace is important

NEW

NOW SHIPPING

CLEVERTOUCH®

10:00 Tuesday Jan 30, 2024



Microsoft Teams



Zoom



Google



Microsoft



Collaborative

CyberSecurity

Recent studies reveal a concerning statistic, indicating that one in two businesses has fallen prey to a successful cyberattack over the past three years. The repercussions of such attacks are projected to skyrocket, with industry costs anticipated to exceed \$10 trillion by the close of 2024.

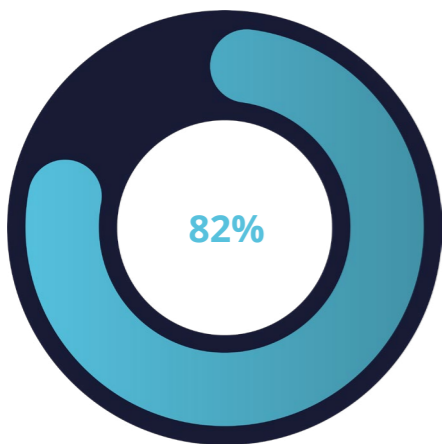
1 in 2 organizations experienced a successful cyberattack in the past 3 years

Top 3 tactics in successful attacks

- 1 Malware
- 2 Phishing
- 3 Ransomware

Top 3 departments targeted

- 1 IT
- 2 Finance
- 3 Security



82% of organisations don't expect the situation to ease in the next year, either.

Our survey respondents rated their IT systems 4.5 Stars!



Cybersecurity is hot topic for 2024, with businesses looking to up their game in safeguarding their users. It's not just about locking down systems, but understanding what tools and software are collecting data and understanding how it is being used. With 8 in 10 companies relying on their partners and suppliers, it is important to choose the right network that adopt the same security measures.



8 in 10

people say their organisation's security is increasingly dependent on the security of their partners and suppliers.*

Clevertouch the Manufacturer

As the leading manufacturer of interactive and digital signage technologies and a presence in over 25+ countries, we take your security seriously.

Privacy in Development

At Clevertouch, your privacy takes top priority. We develop our innovative software solutions under Clevertouch's direct management, eliminating reliance on third parties. This approach allows us to maintain strict control over data privacy throughout the entire product development process.

Global Regulations

Clevertouch takes privacy and security seriously, enlisting independent privacy and security advisors. Their expertise ensures we remain fully compliant with localised GDPR across our entire global reach. We are dedicated to safeguarding user data and upholding the highest standards in data privacy and security across our operations.

White Hat Hackers

White Hat Hackers play a crucial role in our security strategy, conducting thorough assessments of our hardware and software. Their efforts are instrumental in helping us fortify our defences, ensuring that we protect our systems and data to the best of our ability. By identifying vulnerabilities and potential weaknesses, these experts enable us to address any security risks and continually strengthen our safeguards proactively.

Your solution is secure straight out of the box:



Remote management from anywhere



Over-the-air updates



Software and apps managed by Clevertouch



Safe search



Advanced protection with Google EDLA



Advanced projection with CleverLive

[Learn more](#) about how we keep your business safe!

*Source: <https://sosafe-awareness.com/resources/reports/human-risk-review/>

How does AI fit in the workplace?

50% of our respondents recognise AI's potential to streamline repetitive tasks

AI tools are gaining momentum in the workplace. Their increasing popularity is attributed to their potential in streamlining repetitive tasks, boosting overall productivity, and facilitating a substantial increase in work output at an accelerated pace. These tools are becoming indispensable assets, reflecting a broader shift in how businesses leverage AI to optimise operational efficiency and meet the demands of a rapidly evolving work landscape.

We asked our respondents how do you perceive the utilisation of AI and automation in the workplace?



50%

Enthusiastically: recognising its potential for streamlining repetitive tasks as a transformative force that enhances efficiency and productivity

25%

Cautiously: acknowledging the need for responsible implementation

12.5%

Pessimistically: it threatens job security, leading to increased unemployment

12.5%

Apprehensively: concerned about potential ethical implications

There's a growing interest among users to incorporate AI into the workplace. A substantial 57% of respondents express a keen desire for practical training sessions, showcasing a growing appetite for understanding and effectively incorporating AI tools into their professional environments.

57% of respondents express a keen desire for practical training sessions

Three out of four respondents have or are actively using AI-generated content at work. This demonstrates the widespread acceptance and integration of AI tools among users to enhance various aspects of their work. As AI continues to get more sophisticated we suspect that AI will be part of all daily work routine to streamline workplace activities.

We asked our respondents what aspects of content creation do you think AI could assist with most effectively?

71%

Streamlining repetitive tasks, such as formatting and organising content

57%

Enhancing content optimisations for search engines

29%

Automating content curation based on user preferences and trends

29%

Developing targeted and personalised advertising copy

29%

Assisting in language translation and localisation for global audiences

57%

Creating visually appealing designs and multimedia elements

57%

Improving grammar, spelling and overall writing quality

29%

Providing real-time insights and analytics for content performance

43%

Collaborating with human writers to enhance storytelling

14%

Enhancing social media content, scheduling and posting



50%

of our respondents voiced concerns about the responsible implementation of AI

Even though AI is being embraced by most, over 50% of our respondents voiced concerns about the responsible implementation of AI, underscoring the importance of ethical considerations and careful integration practices as organisations navigate the adoption of artificial intelligence in various aspects of their operations. However, a significant **75% of respondents indicated that their companies currently lack an established AI policy.**

Clearly, the workforce is looking at AI as the future, but it is critical for companies to implement policies to address employee concerns about the ethical impact and safety for a wide scale uptake with **42.86% believe that independent ethics committees should conduct regular audits of AI algorithms.**

Our respondents envision AI-driven content in the next decade will evolve by:

- 83%** Becoming more personalised and tailored to individual user preferences
- 50%** Facing regulatory challenges that limit emotional content generation
- 33%** Integrating seamlessly with virtual and augmented reality experiences
- 17%** Losing relevance as users prefer non-AI-driven content
- 17%** Shifting towards generic, one-size-fits-all content for mass appeal
- 0%** Becoming obsolete due to ethical and legal concerns
- 0%** Remaining static, with minimal advancements in content personalisation
- 0%** Staying confirmed to traditional content formats without major innovations



Contact us for more details

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